Digital marketing and analytics

This is an individual assessment which seeks to develop your analytical acuity, grasp of the practical elements of the subject, and ability to extract actionable narratives from market data (40% TMM). You are expected to demonstrate a critical understanding as to how these narratives can be actioned to feedback into Bluebird’s wider digital marketing strategy. The maximum word limit for the project is 3,000. This assessment is due in week twenty-four of study. This assessment extends upon the case study used in assessments one and two in that you will “test” the effectiveness of the devised marketing strategy for Bluebird using marketing analytics. Please read the case study below. The report is to be submitted to blackboard in MS-Word format by Friday 30th April 2021, along with the completed Excel File. Two separate submission areas have been set up for this. the Digital Marketing Manager, you presented a Digital Marketing Strategy to the board (Assessment One) and proposed a Digital Marketing Campaign (Assessment Two). Based on your Digital Marketing Strategy and Digital Marketing Campaign, Bluebird successfully undertook the following:• Launched their new product line of customizable footwear• Updated their website• Updated their social media platforms• Incorporated an Ecommerce system to handle online sales• Launched three major digital marketing campaigns as outlined in table 1:Table 1: digital marketing campaigns launched by Bluebird Campaign id Campaign Type Description Campaign A Online Newsletter A regular online newsletter which includes promotions. This is sent to a list of opt-in prospects Campaign B Pay per Click (PPC) Actioned through Search Engine Marketing (SEM) via AdWords Campaign C Social Media Bluebird’s Facebook and Twitter accounts which promote the new product line. The above campaigns are used to drive traffic from prospective customers (prospects) to Bluebird’s Ecommerce based website. For this assessment, you have been tasked with addressing 4 Marketing Analytics Cases to provide recommendations to the company. The Cases extend upon weekly topics covered within term two of the module. You will need to work through the exercises in the Excel Workbook “Asssessment3-Workbook.xls”. And write up your findings in a written report along with recommendations for the company. The cases are described below. The 4 cases you have been asked to consider are: Case 1: Segmentation Case 2: Ecommerce Sales Case 3: Performance Metrics Case 4: Pricing Instructions for each case can be found in the appendices of this assessment brief. You will need to work through the calculations in the Excel file “Assessment3-Workbook” and write up your findings in an MS-Word Report. The report should be clearly structured according to the 4 cases. Submission requirements for this assessment are outlined in the table below: Submission Items Information Submitted Via Submission date An electronic copy of the report in MS-Word or PDF format The report should be formatted as follows: Arial, size 12, single line spacing. Include a contents page, a title page (with your name and student number) and a reference page..